## Some Suspicious Persons

## Enquired if we were "hiring" a certain "weekly" paper to abuse us.

Of course every time a spot light is turned on from any source offers a splendid chance to talk about the ments of the products, but 'pon honor now, we are not biring that "Weekly."

The general reader seldem cares much for the details of "scraps,"

A few may have read lately some articles attacking us and may sterested in the following:

Some time ago a flasgreement arose with a "Weekly." They endorsed our foods by letter, but wanted to change the form of advertising, to which we objected.

The "Weekly" discontinued inserting our advertisements while they were negotiating for some changes they wanted in the word-ing and shape of the advertisements, and during this correspondence our manager gave instructions to our Advertising Department to quit advertising altogether in that "Weekly."

Quite a time after the advertising had been left out, an editorial We replied in newspapers and the scrap w

Then came libel suits from both sides, and some barsh words,

Generally tiresome to the public,

Our Company seems prominent enough for a sensational writer to go after; hunt for some little spot to criticise, then distort, twist and present it to the public under scare heads.

So an attorney from NewYork spent more or less time for months in Eattle Creek hoping in find impurities in our foods, or dirt in the facturies. After timess appling about he summoned twenty-five of our workmen and took their testimony. Every single one tentified that the food are made of exactly the grain and ingredients printed on the posters; the wheat, barley and combeing the choicest obtainable—at thoroughly cleaned—the water of the purest, and every port of the factories and machinery kept acrondonly clean.

That all proved disappoining to the "Weekly." There are very few factories, hospitals, presser for hotel and restaurant kitchens that could stand the close spying at superpected times and by an enemy paid to find dirt or inpurities of some kind.

In any ordinary kitchen or factory he would find something to

But he failed atterly with the Postum Works and products. Twenty to thirty thousand people go through the factories annually and we never enquire whether they are there to apy or not. It makes no difference to us.

He next turned to discove something about our advertising

An analysis of the methods and distorted statements of the An analysis of the melions and between the tiers one "Weekly" may interest some restore, so we take up the items one by one and open them out for expection. We will "chain up" the harsh words and make no reference in this article to the birth, growth and methods of the "Weekly" but try to confine the dis-cussion to the questions now arissue.

## Some Facts

Battle Creek, Michigan, December 30, 1910.

We the undersigned certify that never to our knowledge has a testimonial letter been printed by the Postum Cereal Co., Ltd., which did not have behind it a genuine letter signed, and believed to be an honest statement.

To the best of our knowledge and belief the Company has re-re upwards of fifty thousand (50,000) genuine testimonial letters.

This company has never knowingly made nor permitted an untruthful statement regarding its products or its methods.

M. K. HOWE, Treasurer. (With Company about 14 years)

L. J. LAMSON, Inspector of Advis. (With Company about 3% years.)

F. C. GRANDIN, Advertising Manager. (With Company about 13 years.)

R. M. STERRETT, M. D., Physician in charge of Scientific Dep't, (With Company should chi peaks)

CHESTON SYER, Advt. Writer. (With Company about 3 years.)

CHARLES W. GREEN, Advt. Writer. (With Company about 5 years.)

HARRY E. BURT, General Sup't. (With Company alemt 11 years)

H. C. HAWK, Assistant to Chairman. (With Company about 7 years.)

C. W. POST, Chairman. (With Company 16 years, from the beginning.)

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We have for appendictus.

Mr. Deat, binness, bas had pendesby as wide experience as any other man in America in the study and observation of bool as related to the dispetite organs, and we proceed in Churt by the physicians and surgicion on the witness stead that he predominanting cause of appendictual the producement of the control o

tem to is a "discovery" that wheat brant is a part of Fustum.

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flinchemic firstem at Medicine, by Carry,
The "Workly" exceluls eliminates from
its printed around testimony reporting
the years of research and study by Mr.
Pest in diting himself for his work, and
would lead the reader of the distorted
strick to believe that his education
legan since 1900.

began since 1900.
Distortion No. 12 reports Mr. Post as a "sindiging witness."
His eye is not of the shifty kind ob-served in the head of one of his chief-critics. On the witness stand Mr. Post-looks painty but very steadily straight in-to the eyes of the bagging, twisting lev-yer, trying by all hiseart to said double-braniel questions and buildane and one

The following is quoted from one of

For a moment the Court Book was an absolute electer.

It may be remembered that we were first attacked and have since defended ourselves by placing facts before that great jury. The Public.

A good "scrap" is more or less comforting now and then, if you know you are right.

In the case lately tried, an appeal has been taken to the higher courts. We have unbounded faith in the ultimate decision of our American Tribunals.

Our suits against the "weekly" have not yet been tried. They are for libel

and \$500,000,00 is asked as damages, and may the right man win.

After all the smoke of legal battle blows away, the facts will stand out clearly and never be forgotten that Postum, Grane Nuts, and Post Toassies are perfectly pure, have done good bonest service to humanity for years, the testimonials are real and truthful and the business conducted on the highest plane of commercial integrity.

> "There's a Reason" Postum Cereal Co., Ltd., Battle Creek, Mich.